DOCUMENT RESUME

ED 429 076 SP 038 410

TITLE	Multilateral Sprint Seminar on Evaluating Progress in Sports Development Since 1989. Budapest, Hungary, April 1-2, 1998. Report of the Committee for the Development of Sport (CDDS).
INSTITUTION	Council of Europe, Strasbourg (France).
REPORT NO	CDDS-98-75
PUB DATE	1999-02-03
NOTE	47p.
PUB TYPE	Collected Works - Proceedings (021)
EDRS PRICE	EDRS Price MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	*Athletics; Democracy; Economic Factors; Elementary Secondary Education; Foreign Countries; Free Enterprise System; Health Promotion; *Physical Education; Politics of Education; Social Influences
IDENTIFIERS	*Europe; European Union

ABSTRACT

This report presents the proceedings of a 1998 seminar which focused on four themes related to progress in sports development in Europe since 1989. Each of the four sections includes four papers, one from each of the experts from the Czech Republic, Poland, Hungary, and Slovakia. "Tours de table" and discussion allowed participation by other countries (Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Georgia, Latvia, Lithuania, Romania, Russia, Former Yugoslav Republic of Macedonia, and the Ukraine). Experts from Austria and France also participated in the work of the seminar. The four themes of the seminar focused on the following issues: "The Effects of Political and Organizational Changes," "Consequences of the Move Toward the Free Market Economy," "The Social Importance of Sport in the New Democracies," and "European Integration and Cooperation." The report includes the papers by each presenter. An appendix offers a list of participants with names, addresses, and telephone/fax numbers. (SM)

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ED 429 076

Strasbourg, 3 February 1999

CDDS (98) 75

Committee for the Development of Sport (CDDS)

Multilateral Sprint Seminar on Evaluating Progress in Sports Development Since 1989

Budapest, 1-2 April 1998

Report

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SUMMARY

The seminar was divided into 4 themes/sessions:

political and organisational reform;
economic reform and progress towards a free market economy;
social changes and the social significance of sport;
European cooperation and integration.

Each session was introduced by 4 papers: one from each of the Czech, Hungarian, Polish and Slovak experts recounting the experience in those countries. Tours de table and discussion allowed the other participating countries (Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Georgia, Latvia, Lithuania, Romania, Russia, FYROM, Ukraine) to contribute their perspectives. In addition, experts from Austria and France, as well as a representative of DGX of the European Commission, participated in the work of the seminar. The programme of the seminar is at Appendix I. The list of participants is at Appendix II.

With respect to the European Union, it is clear that the countries hoping to join the Union are already adapting their regulations to the requirements which a future accession will impose.

The Seminar's structure did not foresee the adoption of Conclusions as such, but each session provided an opportunity for a summing up from the Chair. These are reproduced below.

Session I: The effects of political and organisational changes

All countries have created or recreated a relatively autonomous sports movement, separate and separated from the Sports Ministry. This reflects the social, cultural and educational importance of sport, the large numbers of people involved in sport, and its voluntary basis. An independent sports movement is a bulwark for democratic security.

Most countries have adopted new sports legislation. In some countries, the sports NGOs fear such legislation as an attack on their autonomy. But legislation is often necessary to define the tasks of the public authorities in sport, as the basis for drawing up plans, policies and programmes. These complement legislation and are in any case necessary when legislation is not required.

Legislation, if adopted, needs periodic updating.

The responsibilities of the public authorities are exercised at central, regional, and, especially, local levels. Many countries allocate a minimum of 0.6% of GDP as revenue for sport at central level. A figure of 1% would be ideal in present circumstances. More resources come into sport at local level.

The transition period has lasted longer than expected; and changes precipitate further changes. Thus sport's own structures vary widely: confederated or not, and in the powers which the various umbrella bodies have.

Session II: Consequences of the move towards the free market economy.

These changes have brought about many problems for all states concerned. The State is no longer the sole source of financing for sport; local authorities are becoming more and more important. But there is little consumer expenditure as yet, and sponsorship and marketing opportunities (eg. television rights) are not well developed either. Despite this, the money flows in sport – especially

in football, and to some extent in basketball and tennis – are large. Job creation in sport is just beginning. The fact that sport is not yet over-commercialised presents some advantages. The quality of management in recently privatised sports facilities and centres sometimes leaves to be desired.

Session III: The social importance of sport in the new democracies.

The growing aggressiveness and rowdiness of young people gives greater significance to the role of sport as a factor for tolerance and anti-discrimination of all kinds.

The role of sport as a factor to promote health in all population groups is recognised but not yet properly exploited or used.

The growth of the private sector in sport has led to a decline in the traditional sports social structures, at work, in housing etc. The media are only interested (with one or two exceptions such as the weekly TV sport for all programme Zoldpont in Hungary) in top level sports. However, one or two new voluntary groupings are emerging (for example, sport for disadvantaged persons) and civil society thus reinforced.

The challenges involved in overcoming 45 years (or more) of neglect and of ignoring problems affect the political, economic and social spheres.

Session IV: European integration and cooperation.

The SPRINT programme is much appreciated by all beneficiaries. The CDDS is asked to consider prolonging it in both its political and its technical aspects. There are big variations between all countries and the speed of reform differs. The exchange of information on good practices and the continuing work to improve the profile of sport and the priority given to it are essential aims.

The work of integration into Council of Europe standards in sport is a basic prerequisite for later possible accession to the European Union. This work also helps the development of new political approaches strengthening the position of sport in society.

Participants thanked the Hungarian organisers and the lecturers for their well-prepared contributions to the seminar, which showed the process of reform was long, hard and continuous. Despite difficult conditions, much progress had been made: the European Sports Charter was universally accepted as the benchmark for basic sports standards, the two Council of Europe sports conventions had been ratified by a majority of new countries, some of the older countries had withdrawn from the financial aspects of the Sprint programme. Strong sports movements existed in most countries. Sport continued to be accepted as a public responsibility. Sport was in itself in a better condition now than in 1989. The major problems remaining lay in strengthening the position of sport in society (financial, economic) and the popular attachment to and involvement in sport, and in improving the quality of the various directing and managerial personnel working in sport.

Session A.: The effects of political, organisational changes

Dr Pavel BELŠAN
Czech Republic

Reflections on political and organisational changes in sport in the Czech Republic

Since the fall of the iron curtain in Europe and upon the liquidation of the totalitarian regime in Czechoslovakia in 1989 - the then federative republic- the Czech Republic has undergone a complex process of democratisation. The birth of a new sovereign state - the Czech Republic - represented another even more complex stage of this process, in political terms called transformation. The substance of the process is a complete democratisation of society, privatisation of industrial plants and banks, restructuring of economy and introduction of free market economy. Basic precondition of this process is the stabilisation of the state, i.e. of all its fundamental functions and dèmocratic principles, reorganisation and stabilisation of its executive power and overcoming of many negative cinsequences of the long period of totality. While formulating new acts, the Government, the Parliament and the whole decision-making sphere work under more or less permanent pressure of urgent needs of the new legal sztandars for the exercise of state administration. Considering the needs in the sphere of home and foreign policy of the country, the new priorities are appearing. Speaking about these priorities, sport is in the second plan and if its budget and fuds are considered its is rather in the third plan. Given the existing problems of economic growth which at present hold back the development of the Czech Republic in the assumed parameters it is possible to expect positive development changes in the prospect of the coming years.

The process of totalitarian conception of physical education and sport which was started up immediately after the revolution in 1989 represented funademntal structural and oganisational changes. Two exclusive organisations - The Czech Union of Physical Education and Svazarm, wihich associated sports and technical branches of sport existing under the totalitarian regime - were very quickly replaced by pluralistic sports movement. This movement otday belongs to non-governmental sphere and represents 190 civil associations which are under the new Association Act completely autonomous in their administration, decision-making, funding and in developing their activities. What is especially important is that their control structures were elected by democratic means. Additionally, the existing property comprising majority of special sports infrastructure was maintained and transferred. In financial terms, the value of the above

is enormous. Membership is estimated up to 1,5 mil. citizens. A very important sphere of non-governmental entities of sports movement which varies as to its structure and organisation was born. This is formed on the basis of very special national traditions of our country. The typical feature of this sphere is the work and activitiy of qualified volunteers. However, this tradition is now suppressed by new criteria functioning in the society with market economy and new conditions of personal and professional life of every citizen.

Besides there exists the state sphere which controls compulsory physical education at schools of all levels and types and comprises 11 sports grammar schools and 3 centres for preparation and training of top athletes managed by the Ministries of Education, Youth and Sports, Defence and Interior.

The Act on Physical Education and Sport cancelled 1990 which came into force in 1953 and was valid throughout the whole totalitarian period have not been replaced yet, although two attempts were made. The reason why the new act has not been adopted is primarily current political climate created by political parties themselves. Another reason is the rather unusual complexity of the new act. The act should basically harmonise legal questions, specific health issues, financial, property and business issues and last but not least also administrative aspects. At present, in the process of formation of the new legal standards in all the spheres of activity of the state, it is impossible to define many issues correctly since they are mutually conditioned. The practive unveils new needs and ensuing legal approaches. This applies especially to the property issues concerning sports infrastructure, the preavailing part of which is owned by non-governmental entities of sports movement. The way of funding og non-governmental sport entities by means of subsidies from the state budget and, on the contrary, the governmental entities from lottery, which is a non-governmental share-holding company, is a specific problems. The solution of these basic problems which are crucial from legal aspects and condition further development of sport in the Czech Republic should be understood from the context of all political and economic pehnomena, new experience and initiatives ensuing from international activities and membership in multilateral governmental and non-governmental organisations as well as from the new trends in thinking and behaviour of the society as a whole. Despite the efforts in 1989 to solve urgent issues of transformation of sports movement quickly and consistently, today experience affirms that the development regularities cannot be outrun especially if they are of social character and depend also on political will of leading political parties or, alternatively, on political opposition in given election period.

The birth of the state brings about also the definition of responsibility for physical education, sport, toursim and sports state representation in the state administration structure. This responsibility belongs on the basis of the Competency Act to the Ministry of Education, Youth and Sports of the Czech Republic. Wthin the structure of this Ministry, the management of youth and sport is entrusted to the respective deputy minister who manages a respective division with the respective department. The practice showed that the absence of controlling structures of sport activities on lower levels of state administration reprsented by 83 districts is a disadvantage. At present, however, the formation of higher territorial units for controlling the future 13 regions is under preparation. The draft of basic document called "The Trends of State Policy in Sport" will be submitted to the government. The draft includes the recommendation to set up new managing structures for the sphere of youth and sport on lower levels of state administration apart from control centre itself which is in fact the Ministry of Education, Youth and Sports with the association of the umbrella bodies of the whole non-governmental sphere.

Very positive phenomenon in the post-totalitarian process is "free opening-up to the world". we have in mind the new level of communication and direct participation in the international

multilateral sports et governmental organisations. Admission of the Czech Republic to the Council of Europe has brought up new knowledge, initiatives, opinions and valkuable aid. For sports movement in the Czech Republic the possibility to participate actively and cooperate within the structures of the Council of Europe and especially in the CDDS is considered to be a significant chance and help. The value of all the activities and possibilities lies in the transfer of new opinions concerning first of all the social functions of sport which are in fact a well thought opinion of all member countries. High evaluation is attributed to openness with which the new countries in the Central and Eastern Europe are accepted as for the problems of development and fulfilment of social functions of sport are concerned. In addition, their current experience and the attained level are fully respected. They are offered the support aimed at the active solution of urgent problems. We highly evaluate the formation and adoption of the important basic documents of the Committee of Ministers of the Council of Europe. European Sports Charter, Manifesto on the Youth and Sport and Declaration om Social Sitgnificance of Sport represent a programme which we are trying to fulfil gradually. The initiatives in the struggle against doping, in adopting the European Anti-Doping Coinvention and Convetion against Spectator Violence are not only the barriers in terms of opinions but also political barriers in the struggle against the increasing number of phenomena of commercialised sport on all its levels. It is necessary to lead a dialogue about all these basic conditions of the development of sports and the exploitation of its socialisation, health and preventive functions for the purpose of shaping the society. It is a permanent task to which we are bound by legal opinion on the ground of the Council of Europe that sport is an unseparable part of culture. The sphere of activity of the Council of Europe and its relevant bodies forms an important counterbalance to the approaches and attitudes of the international sports bodies which are often understood in a very subjective way and pushed forward. We are aware that some incline to neglect certain social, political, economic and organisational context. To correct this wrong approach will be the aim of our further efforts shared by all members countries.

Our priority is further wide cooperation, open exchange of opinions as a principle. The real task is to continue in pushing forward the political context, conditions and concrete decisions of the governments in favour of the impartial development of sport. The impartiality of this conception should be seen in enforcing its demcoractic conception and social functions in favour of harmonic development of a man, the quality of his life, his health, his creativity. It is necessary to search for further new approaches to political solutions of the development of sport and conditions which make it possible. It is quite a paradox that sport which in fact has become a phenomenon of this century and is in its substance also a symbol of general progress of the mankind has to be enforced and defended from political aspects to be understood by all to the benefit of all.

Jacek Mędryczki
Poland

Political changes and sport

The year 1989 is a turning date. Government transformations brought crucial changes into political, economic and social fields.

The transformations and reforms which were started then, influence sport, in the broad meaning of the term. Sport became a part of a new reality and, just like other spheres, and the Polish themselves, had to find its place in it.

For sport, adaptation to new political-economical situation, was not an easy question. It resulted mainly from the placement and the role of sport in the previous system. Political transformations suppressed, shortly speaking, the central decisive headquarters, on which both sport and other life spheres were dependant. Sport stopped being perceived as a certain state duty towards citizens, performed within state social policy.

Simultaneously, adjusting economy to open market rules caused, at the beginning, cutting sport off from the former financial sources. It's worth mentioning that up to 1989, practically all sport activity, either on the exploit or recreation level, regardless of its being realised by either sport clubs, state or local administration, was financed from funds coming from the distribution of the central state budget to particular entities and tasks. Even extra-governmental organisations such as Polish Olympic Committee, received financial means to reach its statutory aims from the public funds. This situation guaranteed, on one hand, the execution of directives, political control over sport (including Personnel control). On the other hand it limited autonomy and self-government of sport.

Submitting sport to open market rules and limiting the role the state played in this sphere, caused the collpase of sport. Decapitalisation os sport base, collapse of sport clubs, less and less sport practive in the society, and especially among children and the youth, accompanied by the increase in negative and pathological phenomena in these age groups, caused a revision of th up to then attitude.

Based on the experience of the Western European countries, state duties towards sport were more and more often pointed at. That didn' mean the reestablishment of the past period's model, but drawing the attention to the fact that it was the state's task to make sport practice accessible and possible.

Having accepted this role of the state in sport and also to find its place in new circumstances, legislation changes became necessary. Among other things, in 1995 the act about lottery games was amended, thanks to that, 20% of Football Pools bets were devoted to sport investments. Investments, according to the state's interests, are to satisfy the sport needs of children, young peuple, disabled, ordinary people and only then the needs of a certain sport event (of a club or of a federation). Also, a new act about physical culture was accepted, which defines state tasks in this field and settles new phenomena in Polish sport (e.g. professional sport).

Political transformations had and stille have influence on sport. However, the present situation is not toally different from the one in the states of the European Union. Our present distance in the field of spreading sport ot the EU states is obvious and we often do not have enough experience. Still sport stopped being an authority tool in realasing its interests. It is being more and more developed on the basis of the initiative of local authorities and communities, which are supported in the realisation of the tasks by the government programmes.

Finally, I'd like to draw your attention to one more example, which possibly in the most explicit way shows the influence of political changes on sport. I mean exploit sport. On the one hand, to a significant extent, especially as far as national representations and Olympic preparations are concerned, it is still, just like in a lot of other countries, financed from state funds. If, however, I were to present briefly the difference between financing exploit sport before and after 1989, I could state that this "big" sport stopped being a tool in the hands of the communistic party, used to realise political assumptions and aims towards its own society and certain kind of propaganda confrontation with the outer world, especially the "capitalistic" one. It became, to say it generally, an element of education and promotion of behaviour, attitudes and lifestyle for our own society, and of promotion of Polish image and achievements abroad.

Dr István HARCSÁR
HUNGARY

Changes in Hungarian sport

Since 1989 Hungary has undergone radical political, social and economical transformation. Sport was one of the fields where democratisation process took place.

Centralised state direction has disappeared and that's how the democratisation of sport, the autonomy of sport organisations became possible after the adoption of the Law on Associations in 1989.

The National Office for Physical Education and Sports is a public administration organisation with national competency. The former government decrees regulating the sport organisations' life were cancelled and the new law determines the tasks of the state, meanwhile the sport organisations are autonomous.

The Hungarian Constitution was the first to regulate the role of the state in sports. It declares that it is the government's duty to promote sport and recreational activities of the citizens as well as to define a sport policy.

The Law on Local Authorities makes it a duty of the local authorities to maintain and manage the sport facilities.

A Parliament decree regulated the state's tasks in 1993, but the Law on Sport was adopted only in 1996. Other Laws were adopted to settle the ownership of sport facilities (1996) as well as the status of public utility of sport organisations (1997). An amendment to the 1996 Law on sport was voted by the Parliament in March 1998 in order to regulate the situation of amateur and professional athletes.

The state has practically withdrawn from sport. The newly autonomous sport clubs and other organisations had difficulties in facing this situation for the following reasons:

- state grants and grants coming from state-owned enterprises have decreased dramatically
- local authorities don't always have enough resources to finance sport
- the willingness of the new private enterprises to sponsor sport is less then expected
- many sport organisations and activities were simply suppressed afetr the privatisation of their basis enterprise
- a lot of problems arose from the lack of regulations in the field of the ownership of sport facilities

In this situation, sport administration had some success. The number of P.E. classes in schools were increased, an ambitious program of building up school gymnasiums (700) was carried out between 1991 and 1994.

The state has continued to promote the experts and workshops dedicated to the spotting and the education of young talented athletes. Hungarian sportsmen and sportswomen still are among the best in the world in many sport disciplines. The Law on sport confirmed that Olympic participation, talent-spotting and training of future top athletes are a public duty and receive state grants.

As for our tasks and duties of the future, we have to work out the new sport conception. A lot of work has to be done to find ways in order to stabilize the financing of sport.

Ondrej Nemčok
State Secretary
Slovakia

Significance of Political and Organizational Changes in the Domain of Sport

The evident social and political changes brought about by our gentle revolution of 1989, also touched the area of sport. This involved in particular a striking penetration of ideas of democracy and plurality into the philosophy of sport and its organization. Sport in Slovakia gradually cleansed itself of several negative traits. The changes came to affect public authorities, self-governing bodies of municipalities, civil associations and further subjects of our physical culture. Radical changes as regards sport have taken place in the legislative, economic, organizational, material, social and personnel conditions.

State administration, particularly after the constitution of the autonomous Slovak Republic, was re-established, municipalities and towns acquired a new standing with new roles and civil associations that bear the brunt of the tasks deriving from physical culture, find themselves under entirely new conditions of activity.

A total of 115 civil associations have been set up with an all-Slovakia competence. Several of them came into being through the disintegration of the ¬SZTV (the former Czecho-Slovak Union of Physical Education) and the paramilitary organization Sväzarm, by acquiring their own legal subjectivity. Activity was also resumed by several civil associations to whom it had been proscribed in the past. Such were, for instance, Slovenský Orol and Sokol. New civil associations with a significant inner and international activity were also formed. Such are, for example, the Slovak Olympic Committee, the Slovak Paralympic Committee, the Antidoping Committee SR, several Slovak sports unions and further organizations.

These facts have, on the one hand, brought in a higher degree of plurality and democracy, but on the other, they have allowed a certain laxity to creep inand the mode of influencing the activity of this subject by the state has also become more complex. We have not succeeded to create a common representative and co-ordinating authority of the civil associations that would stand as a corresponding partner vis-vis the state administration and permit effective co-operation. A similar situation also prevails at the regional and the local level.

A certain isolationism came to be manifest among the various civil associations and also a conflict between organizations working on a departmental or branch principle and those following a territorial standpoint. Territorial physical-educational and sports authorities practically disappeared and thus some issues found themselves on the defensive - particularly those concerning Sport for All, mass sport by children and youth, maintenance and operation of physical-education and sports facilities of units and clubs, care of volunteer executive and organizational activists, and so on. Professional questions in physical culture receive but scant attention on the part of most civil associations; these subjects like to emphasize their economic problems, but the care of the property in their management often is on a very low level as regards responsibility. It became evident that transformation of the physical-education and sports movement also requires planned regulation under conditions of democracy, the main reason being that a volunteer movement should be the most important helper and partner to the appropriate state authorities.

Therefore, as far back as 1994, the Ministry of Education SR made efforts at unifying the views of civil associations regarding decisive issues of physical culture.

The discussion which the Ministry of Education SR is presently conducting with the various civil associations shows that realistic and rational views also exist in the volunteer physical-education and sports movement, together with readiness to carry out changes having for aim to improve the state of this movement.

The great majority of civil associations activein physical culture in Slovakia support proposals bythe Ministry of Education for an objective solution of the structure of civil associations and this on the principle of a contents polarization. This would provide a basis for creating organizational conditions ensuring a more effective solution of further weighty issues relating to physical culture in Slovakia.

The least identified sphere of physical culture in the Slovak Republic is the activity of further subjects
- primarily municipalities and towns, entrepreneurs, families and further non-organized participants, while in the advanced western countries, it is precisely this sphere that is steadily gaining in importance in the development of physical culture.

According to the Act of the Slovak National Council No. 369/1990 Zb. on Public Institutions, responsibility for the construction, maintenance, administration and overall management of physical-culture and sports installations, devolves on self-governing authorities of municipalities and towns; these are held to create favourable conditions for a healthy way of life of the inhabitants, including their physical-educational and sports activities. Positive examples exist in Slovakia of a purposeful care of the population's physical culture on the part of local authorities. Self-government boards are setting up specialized organizations to run their facilities, make these accessible to the public at advantageous terms, provide services, support civil associations, form advisory bodies for physical culture near municipal corporations for ensuring co-ordination, encourage initiatives for private enterprising activity in this domain, etc. Unfortunately, in the majority of cases, examples of work by self-government bodies in municipalities and towns offer less ground for optimism. Priority is usually given to the solution of other problems and difficulties and drawbacks in the legislation, tax rates, dearth of financial resources, lack of clarity in competence relationships, etc., are readily pointed out.

The Ministry of Education SR, in close cooperation with the department of ZMOS, has interest in settling these questions during the course of 1997-1998.

A similar programmed and systemic solution will also be needed for a purposeful support of specific enterprising subjects of physical culture, primarily in the domain of production of sports requisites, provision of physical culture and sports services, tourism which today is practically unthinkable unless it provides recreation with exercise. In keeping with the design to develop the human potential, production and commercial organizations, too, should gradually become more and more engaged in the organization of motion activities for their employees.

A family's participation in physical culture is influenced by its social and educational standing. Beside material conditions, of importance is also an awareness of the need of motion activities, their content and a rational organization of leisure. There is no doubt that education along these lines has to be intensified, for the standard of a family's cultural-education and sports activities not only makes an individual impact, but also exerts a beneficial influence on the family as a whole.

It became clear that, without a definite concept, without a complex and concrete programme and assistance by the state, no successful transformation can also take place in the domain of physical culture. Quite the contrary, disharmony sets in, development in some sectors becomes blocked or gets into an undesirable state, obstacles can be overcome with difficulty only and persist for long. Such

a state has actually developed in many sectors of physical culture. A case in point is, for instance, a disintegration of the physical-education and sports movement and the inability on the part of numerous civil associations to find a way towards mutual co-operation and a common solution of decisive issues. We lagged behind in our support to "Sport for All" and sport for children and the youth, in our handling the question of educating and post-graduate training of experts, promoting science and research, health care for participants in physical culture, etc.

In the area of organization, direction and economy, an unbalanced state existed between central, regional and representative boards.

A complex question is that of ownership, administration, running and maintenance of property owned by physical culture units. In the domain of physical culture, the Slovak Republic has set out on its own road to further development. Taking into consideration notes and experiences from other countries, but particularly the experience and real possibilities of physical culture in the Slovak Republic, the Ministry of Sports SR has submitted to the Government SR an outline of the principal directions, tasks, projects and measures that could help to revive this significant social phenomenon.

From a factual point of view, this programme is focused on support to physical education and sport on a mass scale in selected categories. Predominant in adults is the health aspect, while the educational one prevails in children and the youth. The proposals for a restructuralization of the system of selection and training of talented individuals and a more efficient sports representation of the Slovak Republic are based on a general need to seek and develop rare talents and through a targeted training to bring them up to the internationally recognized values. Undoubtedly, successes of Slovak sport have a favourable impact on its further development, as also on the population's satisfaction and health.

"The Programme of Transformation of Physical Culture in the Slovak Republic", approved in 1996 by the Government of the SR and welcomed by all subjects of physical culture, is gradually being implemented and has begun to bear fruit.

A Section of Physical Culture and Youth has been set up near the Ministry of Education SR with a Director General at its head. Similarly, departments of physical culture and youth have been organized near regional and district offices of public administration. Their fundamental task is to ensure conditions for and support to sport in virtue of the Programmed Statement of the Government SR and the Programme of Transformation of Physical Culture. The various civil associations of physical culture are beginning to deal not solely with existential questions, but also with those included in the programme and developmental issues. In this respect, an improvement is noticeable in their mutual co-operation and collaboration with public authorities.

Since 1993, state subsidies for physical culture are gradually increasing. This has come in response to the Programme of Transformation of Physical Culture, but is also due to the improved economic situation in Slovakia. The higher resources also result from a consistent consolidation of operations by lotteries and betting shops, due to the application of a new law. The total value of central state subsidies allotted to sport amounts to O.6% of the national budget.

As to current problems, the greatest attention is being devoted - and will continue to be devoted to sports of children and the young, improvement of the sports base and completion of the organizational structure of civil associations. We should also greatly like to make progress in those areas in which we still lag behind. Such are, e.g., the setting up of a uniform information system, questions of health insurance for sportsmen, the system of training experts for sport and a systemic solution of the movement Sport for All. These are simultaneously the principal tasks facing the Ministry of Education SR in the domain of physical education for the coming period.

Session B.: Consequences of the move towards free market economy

Dr. Jan PŘEROVSKÝ
Czech Republic

Transition to Market Economy and its Consequences

Before 1989 sport, Olympic Movement, top sport and representation of the state in sports event were in Czechoslovakia funded by means of the unified P.E. organisation - ÈSTV - Czech Union of PE and Sports. Physical education at schools was fully ensured by the Ministry of Education.

Political, legislative and organisational changes in the structure of sport after 1989 were reflected in the budget and the determined the way of funding of the new-established non-governmental sports organisations.The Competency Act has charged the Ministry of Education, Youth and Sports with the new tasks. Physical education at school remained practically untouched but for non-governmental physical education and sport it was necessary to find the way how to carry out their mutual co-operation and to set up a fair „key" for the distribution of funds to all the new emerging sports organisations, or to organisations which restored their activity that was, due to political reasons, interrupted and then completely banned.

The Ministry of Education, Youth and Sports as a central body had to find the new way how to distribute governmental and non-governmental funds. Allow me to explain some terms:

* governmental funds - are the funds from the state budget which are intended to the activities of civil associations in sports, investments, maintenance and operation of sports centres and publicly beneficial programmes. Publicly beneficial programmes are in fact grants for individual sports activities which are as priorities launched every years. To the main priorities belong Sport for all, physical education and sport of children and youth, sport of the handicapped and the maintenance and operation of sports facilities. These funds are distributed on the basis of tender. Besides, the funding of representative sports teams is regulated by the respective government decision .

* non-governmental funds are the revenues from non-governmental joint-stock company Sazka which is a lottery based on raising the funds for sport and physical education. Just for your information the main share-holders of this lottery are umbrella sports organisations including the Czech Olympic Committee. Non-governmental funds should cover especially the costs related to the activities of civil associations.

Upon mutual agreement of the representatives of civil associations and Ministry of Education, Youth and Sports the „keys" to non-governmental funds and representative sports teams and also to governmental funds are every year updated and used for the purpose of

distribution. The basis for „key" determination is the number of members of the organisation, costs of the respective sports sector, value of material investment stock and in case of representative sports teams also the sports results achieved in the last period.

The „key" for distribution of the funds relate closely to the membership records and information retrieval of sports facilities. Upon negotiations and preparation which took a couple of years the civil associations are obliged to economically prove their membership and material investment assets. To prevent so called „double membership" the civil associations have to state also birth numbers of their members (birth number is a numeric code which is allocated to every Czech citizen). By comparing these numerical codes we have control over the membership and every other membership in a different organisation will thus be revealed. This is related to legal aspects of data protection and it is necessary to sign special agreements to prevent their potential misuse.

There is no need to stress that our Ministry is permanently criticised that the allocated funds are insufficient considering the increasing costs of individual sports sectors and the operational costs of sports facilities.

In our opinion the sphere of operation of sports facilities has recorded the most significant progress in management and marketing. In the past these facilities were strongly profit-loosing and required substantial subsidies.

Upon the transformation of the ÈSTV which in its activity continues as one of the biggest umbrella organisations, it was necessary first of all to distribute all sports facilities among the independent organisations. A great problem of today is the restitution - the ÈSTV property should be restituted to those organisations which after 1989 restored their activity and which were deprived of their property under the Communist regime. I have also to mention that majority of Sports facilities is held by non-governmental sports organisations. Only a few sports facilities were upon the agreement transferred from sports organisations to the administration of local and municipal authorities. You may all know which and why. This applies especially to swimming -pools and ice-stadiums. The operational costs of these facilities are increasing constantly especially due to the rice of prices of water and energy.

Economic changes and transition to market economy have forced the operators to change management and marketing. Today we can say that subsidies allocated to the operation of their facilities have been reduced substantially and that a great majority of them have balanced budget. My opinion is that we have to be grateful to the CDDS for the seminars they organised and bilateral agreements with Germany and Great Britain. We delegated the economic managers to participate in the seminars abroad dealing with the above problems and on the other hand we organised professional seminars in the CR for Sports staff and for the employees of municipalities. The specialist form Germany and Great Britain participated in our seminars and read the lessons.

Now, I would like to mention the other aspect of the whole problem which is sport and money. We are aware that in almost all the countries the same phenomenon appears: athletes belong to the richest people while individual sports unions constantly require from the government more and more money for sport. We know what the principal contradiction is but all the same it will be necessary to apply certain regulations. Various joint-stock and other companies which are the owners of individual clubs can effort to pay millions for the players without using the state budget means. It is a paradox that in the same sports branch there aren´t enough funds to cover its basic functions. Can or has the government any chance or right to interfere into these

transactions, control or at least regulate them? I don't think so, but the government has to find the way how to arrange it so that the state funds are used to support the development of physical education and sport, especially sport of children and young people.

The practice showed that it was necessary to improve the control. At our Ministry, in the department of Sports an independent control section has been set up recently to carry out control over the use of governmental and non-governmental funds allocated to individual civil associations using the unified methods. At the beginning of their operation we have held the seminar for the representatives of civil associations to instruct them how to better follow applicable legal and economic regulations.

Sport is becoming a recognised social phenomenon contributing to the international prestige of individual states while its economic importance is also increasing. It depends on the approach and understanding of the governments of individual countries how to reflect this social phenomenon in their political and economic decisions. The sports nts is very sensitive to the approach of individual politicians to physical education and sport and some political parties react by including physical education and sport into theirs election programmes.

At the end of my contribution I would like to mention one demanding task which is ahead - the preparation of partial change in funding of non-governmental sports organisations in connection with the new territorial arrangement which is under preparation. We assume more significant participation of regional self-administrative bodies not only in the organisation of physical education and sport in their own regions but especially the change of the flow of funds from the state but also within the regional budget in favour of physical education and sport which will be due to the assumed trends of the state policy.

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The socio-economic conditions of the development of sport in Eastern and Central European countries in the 1990s

Introduction

Owing to the political and socio-economic changes that have taken place since 1989 all areas of Eastern European society, including sport, have been undergoing transformation. The government 's changing relationship with sport, including its attitude to financial support, is an essential issue in this process. The relationship between sport and government does not yet function in line with the new economic principles but it does not operate on a dictatorial basis (Foldesi, 1996, p. 187). The new governments in many Eastern European countries have quickly regulated the various forms of central control over sport but the economic principles by which it functions have been changing very slowly.

The form taken by economic contribution to sport by the state varies according to the country. It is not usually limited to financial contributions but also includes a system of allowances that benefits the whole sport.

Generally, two fundamental principles should underlie the development of sport in Eastern and Central European countries:
1/.The provision of access to sports participation for each citizen. In other words each citizen should be able to find a suitable opportunity to undertake a sporting activity.
2/. The promotion of competitive sport and sporting excellence.

State support for these two fields of sports development differs from country to country but there are also some similarities:
1/. In general, central offices are responsible for sports in schools and universities, including the promotion of sports and the building of sports facilities.
2/. At the district and the community level, the support of sport is directed mainly toward sport-for-all and recreational sports through non-governmental organisations.
3/.Umbrella organisations for individual sports, if they exist, have been functioning in order to co-ordinate efforts in competitive sports at the national and international level.
4/. The increasing role of sponsorship provides a new opportunity to develop both competitive and recreational sports.
5/.Some firms with sports grounds have been privatised. These new enterprises and their owners are not always interested in supporting sport and have other use for their property.
6/. A decrease in central subsidies for sport-for-all.

In view of these new socio-economic factors states can support sporting development through the following economic instruments:
1/. Tax benefits for non-profit-making sporting organisations: contributors could claim income tax exemption on donations to sports clubs and associations.
2/. Special low rates for the use of sports grounds by sports recreational organisations.
3/. Support for sports with special social functions, such as sports for disabled people, senior citizens, children with special needs etc.
4/. Income from gambling: sports organisations should receive money from lotteries for their non-profit-making purposes.
Similar instruments have been implementing in Western European countries (Heinemann, 1996, p. 179).
Generally, a state should support voluntary sporting oganisations, which can be seen not only as the suppliers of sports services but also as the purveyors of various cultural, educational and social functions. As a result of state financial support of sport, participants of sports services offered by non-profit-making organisations could pay less than in commercial sports enterprises. Financial contribution by governments gives non-profit-making sporting organisations a competitive advantage over commercial enterprises and a good opportunity to encourage sports participation by needy social groups. On the other hand, tax exemptions for non-profit-making organisations will reduce the state's tax revenues and limit its means for supporting sports organisations.

In the past seven years a significant number of commercial sports enterprises such as fitness centres and leisure centres working as profit-making organisations, have gone some way to fulfilling consumers' expectations regarding recreational sport in Poland. Their services often are not acceptable to many groups in society because of their high prices. In this situation, the availibility of governmental support exlusively to the benefit of non-profit-making sporting organisations can build a stronger and more competitive market position for them.

On the other hand, the involvement in sports recreational activities on the part of commercial enterprises in Poland suggests that their services are attractive to many people, although their financial means may be limited. In a period of downsized budgets the competitive advantage of non-profit-making organisations depends on subsidies and sponsorship. The development of recreational sport in this direction requires good managerial skills on all levels to satisfy participants and identify sport's impact on Gross Domestic Product. Collins (1993, p. 298) noticed: „Sport is an aspect of popular culture, a major element of tourism, [.....], as a result it has also become a major production/consumption system. But compared with tourism or outdoor recreation it has received relatively little economic analysis (Gratton and Taylor 1985 excepted)".

Sport and the economy

Sport's impact on Gross Domestic Product depends on governmental policy in this field but it is always involved in the economy. At a time of high structural unemployment sports development can be an important factor in creating jobs in many areas of leisure and intensifying the flow of goods and services in an economy. Therefore it is essential to commission an analysis which could attempt to measure sport's impact on a national economy.

Sport is fragmented in many small clubs, fitness centres and companies in some Eastern and Central European countries and aggregated economic analysis is needed to identify its share in socio-economic development. This aim can be achieved by quantifying the following:
1/ the total final expenditure on sport in an economy,
2/ the level of consumption of sports goods and services,
3/ the increase in incomes in the commercial non-sports sector resulting from sports development,
4/ the number of full-time and part-time jobs created by sport in the commercial sports sector, in local and central authorities responsible for sport, in voluntary sport and in the commercial non-sports sector, eg., transport, catering, media, building etc.
This kind of research is carried out in some Western European countries, e.g. in Great Britain (Collins, 1993, p.298), and provides necessary information about relationships between sport and economy.

On the other hand, sport is a major business throughout Europe, although there are different relations between Eastern and Western Europe and between public, voluntary and commercial sectors. These relationships depend on many factors: on state provision, on the prevailing state view of public spending and on the relationship between the sport and other branches of the economy (Collins,1993, p.301). Sport affects demand for goods, services and facilities (Gratton and Taylor, 1985, p.).

In much of Central and Eastern Europe there is a consensus that the voluntary sector should is a deserwing recipient of state subsidy and that public facilities should be accessible for all. At the same time costs related to voluntary sport are now being cash limited and there is a growing interest in the employment of professional managers in leisure centres, clubs and other non-profit-making sports organisations. Therefore sports management and sports marketing education have to be developed in all the Central and Eastern European countries because all sports organisations have been working in completely new economic conditions, using market instruments unknown before. They must overcome much reduced public subsidies and competition from the commercial sector. Collins (1993, p. 302) expressed his doubt about sports development in Eastern Europe during the transformation period very clearly: „What

models will the 11000 Yugoslav clubs, the 33000 in Hungary and tens of thousands elsewhere in Eastern Europe follow in their evolving mixed economies? Their choices will affect the public-private balance in sports provision, and their capabilities as both social and service giving organisations". To achieve this balance it is necessary to teach persons responsible for sports development both managerial and marketing skills in all the Eastern and Central European countries.

Educating specialists for sports marketing: need or necessity?

Modern sports management can be compared with games in which it is difficult to forsee how they might be played safely. The results of the game usually depend not only on the skills of the teams, but also on many external factors, eg. the venue of a sporting event, the social make-up of the spectators, psychological factors. It is possible to reduce the impact of external and internal factors if they are known or predictable.
This simile applies to the state of sports management in Poland today, not only in the way things are planned and carried out within an organisation but also with regard to the markets and socio-economic and political environment in which it operates (Marciszewska, 1997, p.7). When the reference points for operating are likely to change their character at any time, managers cannot take the results of their actions for granted.

The recent socio-economic change in Poland demands and challenges managers to be flexible, competitive and dynamic in their approaches to the management of sporting events (Marciszewska, 1996a, p. 69; 1996b, p.66-67;). These features should be applicable on all levels of sport management. The aim can be achieved if:
1/. an appropriate educational programme for sport managers is provided;
2/. primary and secondary data for decision-making are accessible from market research.

The major challenges facing sports management in Poland include an increase and diversification in the demand for leisure and sports recreational services. At the same time those who attend sporting events as spectators expect more from performances than satisfying sports results. They want to see the a high level of organisation of the events to have an opportunity to rest and relax. Players expect to find good conditions for improving their sporting skills which would give them an opportunity to be competitive in their sport at Olympic level and which will lead to noteworthy results. These factors influence the allocation of existing resources on the central and regional level and managers have to do more with less. Managers can no longer rely on traditional and consistant sources of funding for sport. The new economic climate - the domination of market economy (mixed economy) in the field, the fiscal policy, the fierce competition on the labor market - is forcing managers to become more innovative and resourceful in securing the financial support required for sport. The interaction and impact of these forces upon sports policy requires creative approaches to sports management and the staging of high -level sporting events leading to medals, careers, a favourable image and financial benefits for sporting organisations and performers.

The benefits of educating in the field of sports marketing can be described as opportunities to:
1/ clarify managers' vision as to why, how and for what we function;
2/ identify existing spectator needs, preferences, priorities and expectations related to sporting events and to meet them;
3/ determine the level of available human, physical and financial resources which can be available for sports organisation;

4/ develop policies and strategies to maintain the desired level of the sporting events held: to provide and extend adequate support for the development of talented performers and, on the other hand to provide programmes with subsidies for needy groups with accessible prices;
5/ develop a standard and improve the accessibility of sports facilities to satisfy sports professionals and spectators;
6/ develop sports services for players of excellence.

These channels of activity can bring expected financial and social outcomes because the development of sport influences the economy.

The costs of marketing approaches and training for sports management are directly related to total expenditure but they contain some intangible elements as well and should be seen as a long term investment . This approach is accorded little attention in Poland; it is necessary to encourage it and implement it in the field of professional and recreational sport at all levels of management (Marciszewska, 1997, p. 17-18).

1998 and beyond

Collins (1993, p. 300) describing the main economic features of sports development and its place in a single European market beyond 1992 said: „ The free movement of capital may help more mixed urban developments built either around sport or including sport". This statement also concerns sport development in Eastern and Central European countries, which have aspirations to become members of the EU. But before they can implement similar economic instruments to increase and diversify amateur and leisure sports there will have to be many changes of attitude:
1/ governments and financial institutions should see funds directed to the leisure sport sector as a long term investment: leisure activities and leisure facilities could be a priority of government and local social policies; professional, high-level sport through the free movement of people, will be easier to implement using the instruments of the market economy,
2/ along with downsized subsidies for non-profit-making sports organisations, the appriopriate balance between public and commercial sector should be provided by government and/or local authorities, based on partnership : such co-operation could make leisure sports services accessible for needy groups of society,
3/ marketing has traditionally been used exclusively in the commercial sector but it should be applied to public and private non-profit-making sports organisations; by using this extremely valuable planning and management approach they can provide appropriate leisure sport facilities, programmes and services,
4/ taking into account the new conditions of the mixed economy in Eastern and Central European countries it is necessary to consider that these countries are comparatively poor in infrastructure and GNP which means that government intervention will be needed in the near future to develop sports facilities and an infrastructure related to sport.

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Changes in Hungarian sport

For Hungarian sport, the changes came in several periods. Each one of these steps had its own character and each one of them concerned another field of sport. However, their common feature was the fact that they caused sensible damages with long-lasting effects.

The forced transformation of Hungarian sport began with the breakdown of the so-called socialist economy at the end of the 1980's. The tax reforms introduced between 1987 and 1989 took away one of the main resources of Hungarian sport: the tax reductions. The general budgetary restrictions and the accelerated inflation decreased dramatically public grants.

The Law on Associations was adopted in 1989. It set up the legal framework for an autonomous and democratic functioning of the sport organisations. At the same time this independency meant a separation from the state. This process lead to the transformation of the legal status of sport organisations. This was what we may call change of regime in sport.

The next period (1991-96) was the period of economical change for Hungarian society. A significant part of public property was privatised then. This change couldn't leave untouched the property conditions of sport facilities, and it caused serious losses for sport facilities themselves and for their use.

In this period of difficult reforms, few attention was dedicated to sport's problems. These reforms changed the essence of the economical and social context in which sport lives and had to live.

The Law on Sport was adopted in 1996.It set up the legal framework for the functioning of sport, it defined the relationship between state and local authorities, the stats of sport organisations. A new element of the law was the participation of sport from the state's income of lotteries. This practice, though of general use in Europe, was introiduced only then.

In sport financing, besides grants coming from the state and the local authorities, sport organizations have to get incomes on their own: ticket sales, publicity, sponsorship. However, Hungarian economy is still not strong enogh to provide for sufficient resources to sport.

Thelack of money and accumulation of debts towards the state have become a permanent problem in Hungarian sport, and I think in most of the countries which have undergone these changes.

One of the main difficulties of actual Hungarian regulation is that sport organisations are subject to the same financial charges - taxes and social security - as business organisations. The tax reductions are very few. According to some experts, in this situation, the contribution of Hungarian sport organisations to public expenditure is much more important than the public grant they get. In the next future we expect that the situation will improve because of the amendment ot the Law on Sport which separes amateur and professional sport. The Law on non-profit organisations was adopted last year in order to make easier the financing of sport with tax reductions.

The field where sport has suffered maybe the heaviest losses was that of the sport facilities. The changes in the structure of owners had a bad effect on the situation of state-owned facilities. The situation and use of these facilities were determined essentially by the organisations which was in charge of them. No guarantees could be obtained to safegueard the sporting character of these facilities (airports, sailing ports, shooting spaces).

Very serious problems arose in the case of facilities managed by sport organisations. The Law LXX of 1990 suppressed the right of sport organisations to manage state-owned facilities without any compensation. The law gave the right of manangement to the State Treasury's Property Managing Organisation and the former managing organisation had only the right to use the facilities free of charge. But this use free of charge didn't include the renovation, maintainance, modernisation of the facilities. The Managing Organisation of the State Treasury didn't care about safeguarding them and a process of destruction has begun, to stop it we would need important public funds.

The fact that the sport organisations were not owners of the facilities they are using, deprived them from pursuing any business activity. This contributed to the growth of the debts of sport organisations.

An important group of facilities had been managed by big public enterprises before the changes. For this group problems came when these big enterprises were privatised. Until the adoption of the the Law LIV of 1992, no protection was given to the sport organisations. The new owner can decide to conserve or not the sporting character of the facilities. In this period it was a general phenomenon that newly privatised enterprises wished to improve their financial situation exclusively by selling their sport facilities.

The negative social effect of these phenomena must be mentioned. The sport facilities had been constructed often with important social cooperation and now the sport associations have the impression they are excluded from the facilities they still feel like their own. It is difficult to explain them why they become undesired on a sport field which they had constructed often with their hands.

The Law LXV. on sport facilities of 1996 had the purpose of resolving the problems arisen from this non-regulated situation, but this law regulates only the situation of state-owned facilities. The sporting fucntion of privatised sport facilities is still uncertain and depends on the decision of the new owner. This group of facilities represent 15% of the totality of Hungarian sport facilities. Their suppression and transformation to other purposes would be a heavy loss for Hungarian sport.

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Economical changes in new democratic countries

From the political and economical aspect the transformation process in our society /as well as for other countries of central and eastern Europe/ is a complicated and long-lasting process with the main goal to transite centralised economy to a free-market one.

Let me give you a brief overview of its particular stages in the domain of financing and economics of physical education and sport in Slovak republic.

Economics of physical education and sport and its relation to finance belongs among the most discussed and important issues. Simultaneously, it is a starting point for present and future development of sport in particular countries.

Finances in sport are gaining importance and sport itself is becoming a focus of economy in many ways.

It can be said, that the Slovak republic was twice at the startline. In 1989 after the change of social system and in 1992 after the split of the federation. Consequently, we were twice forced to work out a new contents and structure in all areas of physical education including its relation to financing.

Hence, the progress of economic transformation in relatively difficult conditions was slow.

The starting point of legislative changes in 1998 became the Act adopted by the Slovak parliament May 18, 1990 on Physical Education which constituted the essential principles of financing of physical education and sport in Slovakia. The principles of Slovak national politics in the area of sport were declared in the "Conception of the development of physical education during 1991 - 1992," which the Slovak government approved at the beginning of 1991. Parallely, the act concerning all public sport activities and the position of the Slovak government in constituing the conditions and the mode of returning the property to voluntary sport organisations were adopted.

This period was underlined by seeking an optimal model in financial relations at the central level, separately at the level of federation and republics, as well as in their mutual relations. As a result, the criteria for redistribution of state and private sources were quite successfully constituted.

Former administratively-directive management of sport including its economic system was unacceptable. Therefore, one of the dominant features of economic transition during 1990 - 1992 appeared to be the destruction of preceding mechanism. Here, it is necessary to mention that the distraction of some "old-fashioned features" was inevitable. Unfortunately, the concept of the new system with the utilitization of already confirmed features had not been fulfilled.

In 1993 CSFR was definitely separated and the new independent state Slovak republic started its existence. As already mentioned, there was a need to rebuild the whole contents and structure of sports administration.

The Ministry of Education of the Slovak Republic guaranteed the states care on physical education and sport became - the state allocated to its budget finances to support sport in the country.

In the next year there appeared the necessity to rebuild the whole lottery system as the main budget resource to finance physical education and sport. In addition, it was necessary to answer the question in administration of particular games, system of taxes etc.

The stress has been put on creating conditions for building a new sport representation which had been before provided on a federal level. It required series of regulations as well as immense expenses in material and financial means.

The criteria for redistribution of state and private sources had to be determined.

The transformation process was accompanied by a strong decline in economic efficiency which had a negative impact on the social sphere as a whole including sport. In 1994 an Act about State fund of physical education was adopted and resulted in a better control and examination of the flow of financial means into sport. The aim of this law is to integrate those means and to utilise them to support sport activities in Slovakia.

At the same time, in May, 1996 Slovak government adopted "A program of transformation of physical education until the year 1998" with the aim to create complete program and basic guarantee in the given field.

It can be said that in the period of 1994 - 1996 the financial flow on the central level was gradually stabilised and there are good conditions to fulfill the main aims for development of physical education and sport in the Slovak republic.

Besides the state resources to sports also individual sport organisations as well as municipalities and parents of children practising sport activities should be involved in financing of sport.

However, the implementation of central economy on regional level is very slow. The stress is especially put on regional and local level, the development of material and technical base, the support of sport activities for all etc. There are serious gaps in the area of management of facilities. A lot of properties are not administrated as a propriety, both local administrations and sports organisations have a lack of finances for proper management, even for reconstruction and maintenance of these facilities. Most of the buildings are worn out and neglected.

Great reserves can be found in establishment of sport infrastructure, which is important not only for sport itself but also for the development of construction sites and increase of employment. It is well known that in developed countries the amount of sport construction sites reaches the value of several billions. Almost 70% of sport investments come from communities.

In addition, the growing significance has the participation of entrepreneurs, families, and other not organised participants. Therefore, conscious support of specific entrepreneurs, especially engaged in production of sport equipment, providing of physical education and sport services and tourism is welcomed with gratitude. Manufacturing and trade organisations should be involved in providing sport activities for their employees on a larger scale.

The primary moving forces in economic activities of the free market economy are companies and individuals. The companies which managed to react in time in the process of the change of economic conditions have a great impact on whole social life in our country. As a result they become wanted partners in sponsoring and promotion of sport.

Most of the sport associations, clubs, and athletes would not exist today without sponsoring by our entrepreneurs, banks, business companies, and factories.

Above all, professional sport in a free market economy is unthinkable without participation of economically strong sponsors.

Currently, in this continuity the terms as sport marketing, management and sponsoring appear more acute and frequent. Furthermore, better management, organisation, promotion or financial security is the main assumption for better performance. In 1997, for this reason, international seminar was held in Slovakia where some of management issues were discussed.

Sports marketing, utilising sport and sport motives in marketing of other products and marketing sport products are basic for implementation of management in competitive, professional sport and even in sport for all.

As long as we speak on theoretical level - everything is obvious. On the other hand, the problems we all share is a fact that we have to cope with the development lasting for several decades in other countries in few years, what is not easy at all.

Yet that seems to be a different topic, which could be discussed on our future meeting.

Thank you for your attention and I hope that this meeting will enrich our experience and would be of help to the new countries of the Council of Europe.

Session C: Social importance of sport in the new democracies

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Social significance of sport in new-born democracies

* Sport has become a phenomenon of the 20th century. This is definitely not an exaggerated allegation. As well as all the spheres of human activities sport also reflexes during the whole 20th century the development of general knowledge and, at the same time, the start-up and an amazing upsurge of general technical progress which initiates increasingly better sports performances and new records. Technical progress really penetrates into all parts of sport and influences the sports branches, disciplines, material conditions, infrastructure but especially in the last decades opens up unexpected prospects in shaping the output and potential of motorical abilities of a man and regulation of his performance. We may easily prove that the applied knowledge and discoveries in many respect outrun current social practice. In the suggested context sports performance si boundless. Society develops in parallel with technical progress. Society forms social conscious the determinating factors of which are the reflections of respected values and transformations of their hierarchy. Thus, we are approaching the subject of our interest - how to define and aim our activity within this prestigious international bodies, which is the CDDS of Council of Europe. Sport can also be used by means of all its manifestations in the sense of entirely positive values but also the other way round, it can be misused in the benefit of completely negative, malformed and in its consequences immoral, manipulated aims defended and enforced in subjectivist way. A new phenomenon has penetrated into sport - the act of victory as a prove of dominant abilities based on moral principles is often confused with popularity and value of risk. The progress lies in the fact that the profit is not hidden but on the contrary it is legalised and even proclaimed. Everyone can be surprised by rocketing financial sums compared to those which are required in other spheres of human activities - also in those which are extremely demanding and for the life of society absolutely vital. Now we approach the defence of the meaning of our activities on the ground of the Council of Europe. On this very ground it is possible to create the counterbalance to all negative phenomena by definition and political defence of all positive functions of sport in favour of both current and future society as outlined by European countries which are in the process of unification.

▪ The Fair Play movement has in the Czech Republic a long tradition and good repute. Its activities have an increasing trend. They are initiated by two prestigious bodies - the Czech Olympic Committee has set up the Fair Play Club which supports and develops here the international Fair Play Movement with the participation of world-wide recognised athletes. It organises different events for the public. Every year fair play prizes are, as a rule, awarded in two basic categories: first of all, it is a noble act in the framework of sports competitions. In the second category the price is

awarded for life-long significant sports activity, e.g. for outstanding representation of the country in sports events, for excellent performance and honest sports behaviour. In both categories the prices are awarded to atheltes, coaches and officials. In 1992, the Ministry of Education, Youth and Spúorts has launched Fair Play Prize which is awarded at schools and is becoming very popular. Based on the proposal of school management nation-wide the prizes are awarded to pupils of all levels in three categories: for saving of life, for noble moral act and for honest sports behaviour. Teachers are awarded the prize for outstanding long-live activity in favour of school physical education. The aim of announcing the candidates, participation of outstanding personalities of public life and relevant medializations is to strengthen the positive idols in the society. It´s quite a paradox that the event is not relevantly covered by media. It is my understanding that this is due to the media thesis that good news is no news.

- Sports activity and its positive impact on health condition has a long tradition in the conscience of the society. In physical education at schoals there is a significant effort to initiate positive approach of children to sports activity, to exercise. This is the very aim of compulsory physical education at schools. The results are not unambiguous but adequate instructions there exist. The schools with modern concept are trying to enforce sports actvities as a part of life style with which the pupils are acquainted spontaneously.

- Based on the survey which was ordered by the Ministry of Education, Youth and Sports 65% of the population has a positive attitude to sport. The biggest interest was recorded in the cities with up to 30,000 inhabitants. There is also the most significant activity of volunteers. On the contrary, the smallest interest was recorded in the big cities. Generally, all the respondents appreciate the contributon of compulsory physical education at schools as a decisive impulse and drive for sports activities. 50% of young people at schools get involved in sports activities. From 20 years of their age their sports activities have recorded a significant fall due to the employment. The importance of sport for good health condition is realized by people over 50. However, they are not very much involved in sports activities. Good health, good shape and condition are not generally recognised as important values and vital priorities. The prevailing influence of consuming society is evident.

- Tolerance is social phenomenon full of contradictions. Its manifestations in positive or negative attitudes are influenced by national mentality, cultural tradition, social and political atmosphere, level of education, recognised social values, subsistence security of all social groups, organisation and state management etc. All these factors stimulate or surpress tolerance. There is an increasing influence of certain groups of young people (skinheads, anarchists, football club fans) who are searching for conflicts, violence and manifestations of intolerance. They purposefully ignore sports rules, social norms of behaviour, objectivity and the respect for others. Their behaviour and activity is intentional. Luckily, in the sphere of sport these phenomena do not prevail. On the contrary, in the sense of Convention on spectators´violance ....., and adopted recommendation of the Council of Europe, the Czech Republic adopted measures to prevent negative phenomena during football and ice-hockey matches. The Ministry of Interior co-operates with football and ice-hockey federations and if necessary also with other federations. At the stadiums where unacceptable behaviour of spectators prevails TV cameras are installed and various preventive measures applied: the ban of the sale of alcoholic drinks, personal examination of spectators, barriers on the tribunes, separation of rival´s fans, police supervision, medialization of such measures, etc. Besides that transport and parking regulations are applied. Based on their own experience the sports clubs themselves pay increasing attention to preventive measures. As a rule, foreign expericence are applied.

- Manifestations of xenophobia haven´t been so far recorded in sport. It is because the minorities don´t get involved in sports activities. However, the relation to Gypsies (Romanies) is a serious problem. It is an open problem which in the conscience of public is formed by the difficult adaptability of the significant part of Gypsies (Romanies) to current social standards, neglected

education and their criminal activities. In addition, the whole Gypsy question has a strong historic context which cannot be overcome in a short time. The government upon tragic cases of serious criminal activity has started up to solve this problem with utmost care. All these phonomena occur outside sports environs.

- Medialisation of sport is significant. However, watching of top international and national football and ice-hockey matches and especially their results prevails. Live broadcasts of European, World championships and Olympic Games have a very good level as far as the performance of speakers and technical level of broadcast are concerned. They definitely supress the manifestations of intolerance both of the players and the spectators. However, sport for all is not in the centre of attention. On the radio there exists once a week regular programmes of 30 minutes aimed at random chosen sports activities for all. This programme presents popular personalities or artists. Also on TV we can find similar programme or films about the history of Olympic Games. The daily press has similar cover. The Ministry of Education Youth and Sports which is responsible for sport nation-wide, has made several attempts to draw the attention of journalists to the topical sports issues with minimum response. There appear occasionally some articles on funding of sport without stressing the need to develop and support it. Similar attempt was made by the Czech Olympic Committee. Nevertheless, only the interviews with leading figures are successful. We fail to introduce regular programmes. On the contrary, sports activities are more often recommended in other programmes dealing with health care issues. In these programmes we can hear advice of experienced specialists from sports sector and also of physiotherapists, etc.

- Development trends in the above spheres show that the related problems have not been solved yet. The other way round, they acquired the new social context. It will be necessary to monitor, study and solve them from new further aspects. The question is what these new aspects are and this is the core of the problem.

Stanislaw WANAT
Poland

Transformation of Sport from the sociological perspective in Poland

As we know, the year 1989 is considered the one during which a system transformation began in Poland. Physical culture is one of the "other spheres of social life" which has to function in a changing environment, as health, education, science and culture, and contrary to political, legal, trade, financial and industry spheres.

I have tried to present the changes in Polish physical culture according to some hypotheses on evolution of "real-socialism" or "post-communist system". The sociologists in Poland speak now about evolution as first "a shift from passive macro-oriented politics to an active micro-oriented society" and secondly, as a shift from transition to transformation (A.Rychard: Reforms, Adaptation and Breakthrough, IFiS Publishers Warsaw, 1993 p.162-163).

In the physical culture areas we observe also the replacement of ideological division with functional ones as the most important features of social changes and transformations. The practical realisation of micro-strategies will be a long process. We try to present the process of transformation in the physical culture in social dimensions on the basis of the following Tables.

Officially, in sport policy, we respect a neoolympic ideology. That means no difference between "mass sport" and "top sport". This model of sport ideology is obtained after several years of social changes. But in every day's life another norm was used: the channels of selection from sport schools to national teams. The sport schools are still specific forms of the sport participation of the Polish youth in the post-communist period. Actually the idea of Sport for All hasn't been brought into general use. (Table 1)

In the period of transformation, the sport clubs must adapt themselves to the new situations. Many of them have reduced membership, personnel, sections, coaches. (Table 2)

Adaptation is the keyword for all sport organisations. The process of privatisation is modifying step by step the landscape of organisations of physical culture and sport. (Table 3)

Table 1

Sport for All organisations in Poland

	1980	1985	1990	1991	1992	1993	1995	1996
Organisation units	35.333	33.384	29.557	13.692	11.237	11.130	11.537	11.645
Members	2.989	2.422	2.295	843	698	695	709	714
Practising members	?	1.701	1.820	776	627	635	680	694

Source: The transformation of Physical Culture in Central and Eastern Europe countries Z.Krawczyk and K.Jankowski, Warsaw 1997, p.21

Table 2.

The Sport Clubs in Poland

	1980	1985	1990	1991	1992	1993	1995	1996
Organisation units	1.815	1.866	1.846	2.040	1.997	2.021	2.901	2.624
Members - total	1.394	961	641	530	431	403	443	397
Practising members - total	324	319	283	296	268	265	333	312
men	259	264	234	246	222	218	272	255
women	65	55	49	51	46	47	61	57
Sport sections	6.061	5.866	5.052	5.288	4.923	4.731	6.261	6.545
Coaches	5.419	5.470	5.021	4.438	3.881	3.603	4.115	4.033
Sport instructors	8.576	8.797	9.290	8.515	8.110	6.999	8.823	7.849

Table 3

Global structure of organisation units operating in the field of physical culture 1993-95

	Type of business unit	1993	1995	1993	1995
1.	State units	709	389	100%	55%
2.	Associations and other social organisations	2.840	3.965	100%	140%
3.	Private business units	2.849	4.311	100%	151%
4.	**Total physical culture units**	**6.398**	**8.665**	**100%**	**135%**

Source: L.Jaczynowski, J.Zysko: System transformation impact on Physical Culture in Poland (in:) Philosophy Culture

Ed by: Svatopluk Horak, Olomouc 1997 pp 50-51

Prof. Dr Gyöngyi Szabó FÖLDESI
HUNGARY

The social significance of sport in Hungary in the mid 1990's

1. Changes in the influence of politics on sport

Modern sport has been dominated by politics in Hungary from the very beginning of its history. The possibility for using sport as a vehicle to gain international recognition and to replace national successes lacking in other fields of society highly contributed to its early rising and fast spreading. Its social, economic and cultural significance was hidden, its political importance was given priority over many decades in different political regimes proclaiming very different objectives and ideology also in sport.

In principle, the political system change that took place in Eastern Europe almost a decade ago, created a good opportunity for changing the above-mentioned situation and for renewing sport as a social sub-system also in Hungary with the aim of placing more emphasis on the social significance of sport for society. In practice, the economic system change that accompany the political one, namely the transformation of the centralised "socialist" economy into a real marker economy, made it very difficult to realise this purpose. Nevertheless, a favourable progress has started recently. Although sport serves certain political aims in the new era as well, it is not determined any more politically nowadays. There is a serious intention to promote not only the visible side of sport, but the hidden one, too, and to gain all kinds of potential benefit from it. In this contribution first the major functional and structural alterations made in

Hungarian sport over the last years are discussed. Then the significance of sport in today's Hungary is presented.

2. Functional and structural transformation

As known, in the so-called socialistic model, sport was nationalised and centralised. The various sport institutions were subordinated to central, regional and local state and party organisations. Sport, which was originally the product of civil society also in Hungary was planned, governed and controlled practically by political forces. In the early 1990's the most radical changes related to sport occurred in the relationships of power. In the new democracy direct political intervention was out of question and the state withdrew from sport to a great extent; according to law, sport regained its autonomy.

Although legally all sport bodies became independent, many of them had only relative chance for becoming independent indeed, because the lack of other financial sources prevented them from deriving profit from the new situation. They rather chose inferior position, of they could choose this solution at all, or they were in a big trouble.

It has to be admitted that this process was full of contradictions and even of failures. Several sport facilities were ruined, many sport clubs, associations, experts and participants were lost. Hungarian sport paid a huge price for its transformation, indeed.

Notwithstanding, important successes were attained also in this period, specially in connection with some issues that are crucial from the viewpoint of the future of our national sport. The system of sport was decentralised, instead of superior versus inferior positions, the institutionalised relations in sport can be characterised by partnership. Old voluntary organisations were brought again to life, new ones were established. The process of democratisation started, civil society was revived in certain fields of sport. The contribution of the voluntary sector to sport life is still modest. However, even in this form, it promotes not only the development of sport, but the citizen's knowledge about democracy gained by personal trial. This experience of learning democracy is considered as one of the most important outcomes produced by the recent transformation of Hungarian sport.

3. Health, socialisation

In 1995, based on position papers and round table discussions by well-known reviewers and panelists, the Council of Europe published an excellent book on "The significance of sport for society". In this document the importance of sport in contemporary societies was analysed in three basic fields: health, socialisation and economy. This approach is regarded as a theoretical framework in this paper. Since the economic importance of sport is a separate item in the programme of this seminar, this contribution focuses on topics related to health and socialisation.

Health promotion with the help of sport has a certain weight on most modernised societies, but it has a special importance nowadays in the Eastern European countries, including Hungary.

In Hungary the death-rate, specially with middle-aged males, is much higher and the life expectancy is much lower than in the Western European countries and in several eastern European states. The quality of life of many citizens is also lower due in part to their unfavourable health status that is rooted in their unhealthy way of life to a great extent.

Theoretical knowledge concerning these problems developed significantly in the 1990's also in Hungary. It was recognised both by experts and politicians that particular life-style interventions, such as regular sport and exercise, proper nutrition, non-smoking, drinking alcohol with moderation could highly contribute to the improvement of this dramatic situation and people were encouraged to lead a physically active lifestyle. Unfortunately the efficiency of the few measures aiming at promoting sport for everybody was hindered by overall economic problems, by increasing inflation and unemployment and by decreasing standard of living.

Effort in sport for all was crowned by success in Hungary in the following domains:

- a national network consisting of regional and local associations as well as a national federation for leisure sport were established on the basis of voluntary activity and with the contribution of public sector
- national, regional and local sport for all campaigns were launched, among others the internationally popular Challenge Day was introduced successfully.
- the yearly sessions of the TAFISA European Academy of Sport for All were held in Budapest over the last four years and Hungary has received the right to host this event in the coming four year period as well.

It was also recognised that one of the main causes of the slow progress in sport for all is the improper socialisation of a great number of citizens into sport.

School sport and physical education has outstanding traditions in Hungary. Both were financed by state money during the so-called socialist regime and they functioned well enough, mainly as a background for recruiting talented athletes. The less gifted children's activity was not really promoted.

In the new political regime the importance of school sport and physical education was proclaimed again. The Resolution of the Hungarian Parliament on the renewal of sport issued in 1993 declared their priority and the new Law on sport issued in 1997 guaranteed their financing basically by public spheres. However, the old problems have not been solved, they have been rather aggravating: the programme of PE classes has not been adapted to the children's changing expectations and young boys and girls with just average capability have had very little opportunity for participating in sport free of charge. Consequently, the desocialisation out of sport is too high, it starts right after finishing institutionalised education and there is few opportunity for resocialisation. The promotion of the latter is considered as one of the most important tasks

Beside the common people's physical activity, attention was turned to minority groups. Sport for disabled and sport in the third age have been supported and women's participation in sport and decision-making in connection with sport has been put on the agenda.

In conclusion it should be emphasised that in spite of the contradictory character of certain changes, sport plays an outstanding role in Hungarian society. It is one of the most important means for teaching-learning democracy and for promoting the revival of civil society.

Ildikó Belanová
Slovak Republic

SOCIAL IMPORTANCE OF SPORT IN THE NEW DEMOCRACIES

Socialization is a lifelong process by which individuals learn the skills, attitudes, values and behaviours that enable them to participate in sport as members of the society in which they live.

It has to be stressed that sport, especially top level served as an important socializing factor even in the world divided by the Iron curtain. Although top level sport is highly competitive, it unified people from different nations in their admiration for games and also brought together the active sportsmen and sportswomen.

Possibilities to widen this socializing effect have increased since the revolution in 1989. Many children and young people are free to travel and take part in sport competitions in various countries of the world.

To outline the situation in the past socialist constitution in our country, I wish to put forward just a few notes. Before 1989:

- Sport offered an available opportunity pleasantly to spend free time; it was relatively cheap and supported by the state administration.
- Priority was given to large-scale events, such as the Spartakiads involving tens of thousands of participants.
- High-performance and top-level sports were supported and controlled directly by the state.

After the changes in 1989:

- We observe a drop in financing and organized support of Sport for all,
  - n the wear and tear, closing and sale out of existing sports facilities.
  - n decline of public interest actively to participate in leisure time activities.
- On the other hand, we observe a rise of profit-oriented indoor facilities, such as fitcenters, squash and tennis courts.

Sport facilities supported by the state are usually freely accessible to the public, however they are not attractive. The buildings, interiors and equipment are worn out, outdated and lack basic maintenance.

If a family with two children wants to spend a day of physical activity, it is very difficult, if not impossible for them to find a suitable sport facility.

Therefore, the simplest way to indulge in physical activity, predominant in our country is walking, cycling, etc.

On the other hand, a significant part of our adult population pursues gardening and household chores. Though not well calculated in the physiological manner, this constitutes a substantial part of physical activity of our rural population. No major change in this habit - production of vegetables and rearing small domestic animals - has been observed since the year 1989.

I would like to draw your attention to one of the sequelae of the low level of physical activity in Slovakia - see the health status of the Slovak population. The mean life expectancy here is lower than in most developed countries (72 years in 1996). A high prevalence of coronary heart disease, especially in middle-aged men is associated with a high mortality rate in this age group.

In 1991 the government adopted a large scale National Program of Health Promotion. Its purpose was to improve the health status of the Slovak population in concordance with the goals of the WHO program Health for All until 2000. Among many strategies recommended to improve the health status one was meant to increase the level of physical activity and improve health-related fitness.

Unfortunately, the program suffered from a lack of support from the government and had to be revised. In the new, modified program for promoting health, physical activity has gained the most important place in the preservation and improvement of health. Nevertheless, there has been no change as regards financial support for the pursuance of active sport and at the present time, the latter just vegetates.

After the revolution, an Insurance health care system was introduced in our country. It is oriented on practical medicine to treatment, not prevention of diseases. Though the system spends all of its income on medical care, hospitals and medicaments, it has become insolvent. It is high time for an alternative program of prevention-oriented medicine to be put into operation and to stimulate our adult population to change their leisure time activities, to become responsible for their health status and to lower the expenses of the health care system in curative medicine. The situation has also weighed heavily on Sports medicine out-patient clinics. These were prosperous during the socialist régime, but now many of them had to close down, because outlays for their predominantly preventive work are not reimbursed by insurance companies. One has only to hope that times will change and sports medicine here will become as interesting as it is in western countries.

The importance of physical education in schools and extracurricular sports activities for children and adolescents has been emphasized by many research and population studies. Since the beginning of the revolution, we observe a maintenance of the number of hours of physical education in schools, but a marked decrease in free-time sports activities. A dearth of resources for teachers' salaries is one of the main reasons for the quasi-abolishment of extracurricular sports activities.

Much has to be done to return children to the school yards and playgrounds and to change the contents of physical education hours where, besides the necessary motion and learning of new skills, attention has to be payed to the long-term benefits of physical activity and teaching children to make it a life-long habit. Sport need not be oriented towards competition and achievement, its value is in the fun, diversion, body experience and health consequences.

The doping control in the socialist régime was exercised to cover up any possible use of doping medicaments by top level athletes. This system was discarded only after 1989 and an independent antidoping committee has since been established. Among its main aims is education of athletes of all levels, especially talented children to murture a healthy attitude to a life style free of drugs.

The most pronounced problem in the doping are now is an easy access to certain drugs, namely steroids, in fitcenters and sport clubs. The antidoping fight should be extended to include all physically active people and not be restricted to the control of competitive athletes only.

It is difficult to speak of a fight against rascism, as we have no minority groups in our country. The only larger group are the Roms cooperation with whom is rather difficult. They have different priorities than sport and we have scant possibilities to influence them.

The Constitutional law guarantees equal rights to every citizen of this country. The most effective way to fight against rascism in sport is to fight against it in the whole society.

Session D: European integration and cooperation

Michael SULZBACHER
Austria

The tasks of central sport organizations in helping the integration and harmonisation of sport federations and clubs to the rules of CE and EU

KEYWORDS

3 BRANCHES

- means of communication
- sports as an economical factor
- EU-programmes

WHY COULD THERE BE AN IMPACT OF EU-REGULATIONS FOR NON-EU COUNTRIES

⇨ associated countries
⇨ applicant countries: preparation right time in advance
⇨ third countries: competition law
⇨ change of the rules of European or International sport federations, based on EU-law, concerning all countries
⇨ practical consequences, e.g.: Eats-West movement
⇨ participation within EU programmes

SPORTS AS AN ECONOMICAL FACTOR

⇨ Freedom of workers
  - Bosman Case
  - Lehtonen Case
  - Deliège Case

⇨ Professional qaulification in the field of sports
  - Case: French Ski-instructors

⇨ Tobacco advertising
  - Guideline

⇨ TV without frontiers
  - Guideline

⇨ Standardisation of sport equipment and sport goods

⇨ Using the Olympic symbol

⇨ Collective selling of broadcasting rights
  - Case: german Football
  - Case: FIA

⇨ Advertising as an official sponsor
  - Case: Danish tennisballs

⇨ Ticketing

⇨ Subsidies in sports (state grants)

DEVELOPMENTS IN AUSTRIA

- '90: DSB Seminar
- '91: ENGSO-EU- Working Group
- '92: Seminar
- '93: Brochure, first participation at the EU Sports Forum
- '94: Referendum, instruction of reporters
- '95: member of the EU, since '95 permanent seminars
  participation at the EU sports directors' meeting
- '95 December: Bosman judgement
- '96 chairman of the ENGSO-EU- Working Group,
  member of the steering committee of the EU
  edition of the handbook
  cooperation with the EU-Office of German sports
- '97: ENGSO Seminar in Prague,
  involvement in the report of the European Parliament
  Declaration on Sports (Amsterdam)

INTERNATIONAL POSSIBILITIES TO COLLECT INFORMATION

- Coopers-Lybrand report '95
- EU Sports Forum
- DG-X: Sport Info Europe
- EOC: Interel, EU Office of German sports
- ENGSO: General Assembly, working group
- EU Sports Directors' meeting
- Seminar
- Handbook

Dr. P. Belšan and Dr. V. Dostál
Czech Republic

Past, present and future of SPRINT programme

* Admission of the Czech Republic upon its birth in 1993 to the Council of Europe has become a new and unprecedented opportunity to get acquainted with and apply actively the principle of humanisation and democratisation of the society apart from various other activities and initiatives carried out by the Council of Europe and by all its control and executive structures. We were also provided an opportunity to join as a „new country" the activity of the CDDS. Either the beginning of our participation in the CDDS or the following period cannot be summarised by a mere statement that it happened. The other way round, we are now trying to evaluate the past, to clearly identify positive phenomena or to realise what should have been understood differently or what should have been done better and we cannot ignore one remarkable fact. We have received warm and open welcome without prejudice and full understanding of our present situation. We were offered a generous help which was also backed up financially. The majority of new countries were treated similarly. It was a really

superb and overwhelming feeling. Majority of us were witness to the application of democracy within the sphere of activities of the multilateral intergovernmental organisation which was for us very useful and instructive. Let me assure you that we appreciate the chance we were given and we perhaps could mention that we were trying not only to take but also to contribute, to bring our experience and knowledge ensuing from our cultural traditions in the sphere of sport, attained national level as well as the experience of our own institutions. We are grateful to every individual member country, to all the officials who managed the CDDS activities and especially to Cultural Committee of the Council of Europe and the secretariat of the CDDS, to Mr. George Walker personally. Allow me to conclude on this and to assure you that will never forget what you have done for us and we stand by you.

* And now to the point. From the general point of view we consider the conception and orientation of the CDDS as an important parallel for the formation of basic approaches, concepts and relevant political and strategic measures aimed at the development of sport. The effort to enforce the opinion that sport is a significant means of forming an active conception of human life in modern time and of possible social regulation with a number of unexchangeable social functions is considered vital. Thus the counterbalance of thoughts to the misuse of sport, to the increasing negative phenomena which are often due to the absence of up-bringing and insufficient enforcement of moral principles and to the wrong understanding of commercialisation. We can also come across sports policy often influenced and controlled by most different entities which are pushing forward mainly their own utilitarian interests motivated mostly by profit, national or ethnic interests or, on the contrary, by the interests of top international sports entities. In this context it becomes quite clear that the adopted recommendations and proposed measures acquire political background. This is a characteristic feature of the process or European integration and which is necessary for the „new countries" just in the sphere of sport. Our basic method of work which is considered useful and successful is an open dialogue and consequent formation of „European opinions and approaches" to the topical issues of position, function, management and funding of sport. We support the effort to formulate the new measures and recommendations not only on the basis of recognised practice but in dialectic unity and also on the basis of scientifically tested knowledge.

* The exchange of experience on bilateral level is an opportunity for individual countries to enter into partners´ relations, more effective use of co-operation of experts, direct comparison of different problems, measures, solutions of issues specific for the given country. This is one of the ways how to overcome the dominant phenomenon in the CDDS activities. We have in mind significantly different conditions in each member country in the typical problematic spheres: state and legal, legislative, economic, organisation, forms of management, traditions and the whole social climate. It is not easy at all to reach real results given the fundamental difference of local conditions. We think that so far applied method of a visit paid by an official delegation of the Council of Europe to a country, joint seminars dealing with common problems and the challenge of bilateral co-operation of experts has been proved competent. It is desirable to continue especially if the method of open dialogues is maintained and if everyone tries to improve the level of information provided from data-base. I think that in this respect a good chunk of work is ahead and this applies not only to the „new countries".

* To overcome different political, social and specific levels and conditions more effectively it would be desirable to apply the method of shaping of sample approaches and sample problem solution which should be identified on the basis of mutual agreement. I would like to stress that the issues which we were trying to solve within the Sprint Programme cannot be considered definitively solved. On the contrary, new comparisons should be made and then the necessary innovations introduced in the respective environment. In this respect we consider the most

important the search for further political approaches. While enforcing organisational and economic aspects and objective attitudes to reach an adequate position of sport as an inseparable part of culture it is necessary to present new reasoning, new evidence and recommendations.

* We suggest to create the counterbalance in terms of opinions, ideas and strategies to entirely open trends and individual interests of European and world-wide sports management entities on all the levels. To find for them political reflections and solutions for them in compliance with the conditions prevailing in individual countries. In this respect we will continue to strive for bringing the opinion closer to the international sports federations and to IOC: to attain this aim it is necessary to organise the platform of opinions within the Sprint Programme. It shows that in defending sport as such it would be useful to identify professional sport more clearly and separate it from other forms of sport. General social opinion tends to compare or even mix the conditions, posts, demands, aims etc. Such an opinion is harmful when defending e.g. sport for all.

* If we consider the future of the Sprint Programme it would be useful to try to exploit more intensively the knowledge resources of the universities and accredited research institutes in all member countries and to organise a direct challenge addressed to the government with the application for grant and, in addition, to identify the most urgent and topical subjects to be solved.

* To make other political approaches more objective we should continue to officially obtain information from individual countries concerning the most serious obstacles in the process of fulfilment of the adopted „Recommendations of the Committee of Ministers" on sports issues in political, economic, organisational, management... spheres. This should be considered as one of the criteria of diversification of „new countries" in terms of purpose, orientation and how urgently they need help within the „Sprint Programme".

* It is desirable to understand the Spring Program as a multidirectional process or the exchange of experience. It is necessary to realise that the „now countries" have reached or are reaching the remarkable results which deserve our attention.

* In the wide spectrum of traditional sports branches and the influx of new sports we should prepare their assessment from the point of view of their optimum influence on an individual in the sense of health prevention, compensation of life burdens and corresponding physical development and good shape. In this respect we should propose a method how to involve children, youth, grown-ups and seniors and identify clearly the activities harmful to health. This could be one of the new subjects of Sprint Programme.

* Sprint Programme has definitely brought good results. Many problems, however, survive and the new ones are emerging or they have different image in the changing real conditions of the society. This leads us to the conclusion that the Sprint Programme should remain as one of the well-tested forms of solution of common and individual interests in favour of sport development and its defence in the process of European integration.

* Sport represents a great prospect for European society. It is up to us to remind it not only to politicians and governments in all the countries but also to wide public and primarily to the disinterested individuals. We have simply to realise that everything has not yet been said, explained and that we haven't yet presented all the evidence and proves. The society in each country is undergoing a dynamic process of development. The development within European

integration will probably bring new approaches to notorious problems. We can't see another chance than to continue on the set up road. If we ask a logic question HOW we come to the core of our work, to the reason why the CDDS and Sprint Program continue to work and exist.

Jacek Mędryczki
Poland

Sport Cooperation in Europe

Sport, just like other spheres of life, in our modern times, can neither function nor develop in isolation

Such contacts are essential, both to the generally meant sport competition and to exchanging experiences and solutions concerning sport - its organisation, functioning and financing.

As far as Poland is concerned, contacts with foreign countries in this field were and still are of a remarkable importance. In 1989, together with political and social-economic changes which started then, sport found itself in a completely new reality. Wishing to make up the distance between us and the countries of Western Europe, we were and we are vitally interested in solutions accepted in these countries and in experience resulting from such solutions, both positive and negative ones.

There is no doubt that European cooperation is of the greatest importance for us, due to our efforts to be admitted to the European integration structures and, resulting from that fact, the need of having our solutions and legislation adapted

The Council, concerning the economic, social or integrational role of sport, is of great importance. We also estimate positively the conclusions and experience exchange issuing from the discussion kept here, concerning the mutual influence and the impact of sport and democracy.

In all those fields and aspects of international sport cooperation, CDDS of the Council of Europe plays a remarkable role. We have often stressed its importance as the only institutional international body on the European level and its functions as link with international NGO's and with the European Union. That is also the reason of our efforts and attitude often expressed towards the Council of Europe about the necessity of maintaining and developing this cooperation plane in this body.

The SPRINT Programme was and it still is particularly important for the young Polish democracy. It enabled us to cover certain distance faster and make it smaller, to use many years' traditions and experience of "old" members of the Council of Europe. We are interested in continuing this cooperation and working further under this programme. At present, we have also our own experience and solutions which we can share with other new members countries.

After the period of relative non-existence of sport in the European Union, now, proceedings and activities concerning sport are being started. Certain outline of future expectations and intentions of the EU towards sport appears from both conclusions issuing from every year debates of the European Sports Forum, and from resolutions of the European Parliament about sport. I think these activities will lead to greater and more dynamic cooperation in our region.

Miklós Révész
Hungary

Sport in Eastern Europe

The Hungarian sport organizations maintain relations with partners in more than 100 countries, with 30 mainly European countries we have general agreements on sport co-operation on and exchange of sport experts. From this 18 agreements have yearly exchange of sport teams and training camps. The main participants at national level are the National Office for Physical Education and Sports, the Hungarian Olympic Committee and the Hungarian Sport Confederation. In 1989 the Hungarian sport organizations initiated the dissolution of previous – politically motivated – multilateral structure of the so-called "cooperation of leading sports organizations of the socialist countries" and restructured our international sport relations on continental (European), regional (Central-European) and on bilateral level.

We are ready to maintain, re-establish or establish relations with our partners in the former socialist countries and the newly independent countries of the former Soviet Union on the basis of mutual advantages and common interest. We are not forgetting that our main rivals in the competition sport are the Belarussians, Bulgarians, Bulgarians, Czechs, Estonians, Germans, Latvians, Lithuanians, Poles Romanians, Russians, Slovaks, Slovenians and Ukrainians.

In the field of organizational structures and finances, the democratization of sport and sport organizations we all have similar problems and goals, and we can learn from each-others mistakes and results as well. The democratization process, the dissolution of the old financing system, the introduction of the elements of market economy and first of all the difficult economic and financial situation of our countries makes it very difficult to change our sport, to maintain the values which are worth to save.

Our friends and partners in West and North Europe doing their utmost to help us in our transition, but some of our problems are very hard to them to understand.
The best help they could give to the new countries is: to show and make understand their models and structures to political leaders, to sport managers in the East. They are living and working in efficient and prosperous welfare states where there are century old traditions of autonomy and self-rule of civil organization. In our countries 50-70 years of totalitarian, one party rule destroyed the anyway not too strong basis and tradition of independence and self government. It is very hard if not impossible to establish a wide range of independent sport clubs and organizations, when the people have everyday problems of survival. The new central and local governmental structures for the time being could not provide normative financial support for the sport organizations. The pace of changes to market economy is fast, the old, government-owned organizations disappeared, with them disappeared the funds to maintain the clubs and the facilities. The new clubs and municipalities don't have funds to maintain the facilities, with privatization some facilities are used for sports. The changing of social and economic legislation takes years (land ownership, ownership by social organizations, non-profit status, etc.)

We strongly believe that sport should be independent of government, self organized and self-ruled. But our situation – of course I can speak only about Hungary-does not allow us to implement that system at once. It is the final goal we want to achieve. I can call to your attention the examples of Spain, Portugal, Greece and Turkey, who changed from authoritarian dictatorships to democracy during the seventies. For example in Portugal after the 1974 Revolution they dissolved the governmental sport structures and it became clear in a year, that the sport organizations could not survive without public funds in a society where there were not grass-root organizations. They had to re-establish governmental structures to fund and finance

sport. As the situation in society and economy is improving, as soon as people will have will, money and time to practice and enjoy sport, more self organization, self rule, and participation will develop. But it is impossible to avoid, the process of transition and only step by step development is possible.

Each country should study the existing European sport models and structures, but the automatic adopting of a different system could be a great mistake and could cause a lot of trouble. We tried to adopt a system which corresponds to our traditions, needs and present situation of the country:

- National Office for Physical Education and Sports. From 01/01/1999 Ministry for Youth and Sport,
- Hungarian Olympic Committee,
- Hungarian Sports Confederation,
- Association of Sports Clubs.

The four organizations are independent from one another, but compliment each-other by working together to safeguard the interests of sport. For the time being this "mixed structure" is suitable for us. For this reason the international relations which were previously maintained only by the governmental organizations are diversified, every organization maintains relations and agreements with their foreign counterparts.

The very important task for us, representing the new democracies of Europe is to integrate and participate internationally, first for all in European structures. For this we should be present in every important international organization. In Hungary we believe, that we should participate in the work of:

- Council of Europe, CDDS – GO organization
- EU Sport Forum
- European Sports Conference – umbrella organization of NGO-s and GO-s.
- ENGSO – NGO organization of national confederations

and try to unite the different possibilities for the benefit of national and European Sport. We should work together to avoid duplication, prestige spending, the tendencies of separation and competition between the different sport organizations.

The programs of the CDDS of the CE can be used for study the legislative, organizational, financial structures of sport in European countries. The ENGSO could help to study the structures of autonomous federations and clubs. Our experience shows that the best results could be obtained by bilateral exchange of sport leaders and experts. We hope that the European Commission will introduce some integration programs for the future members as well, and the Eurathlon program could finance in the future sport events in our countries.

It is our task to adopt as much as possible from the experiences and practice of our friends, but is our task at home to struggle for changes in legislature, the thinking of the new political and business leaders, to create such legal, economic and social framework which would help to develop and maintain a healthy sport structure in our countries.

THE PAST, PRESENT AND FUTURE OF THE SPRINT PROGRAM
Slovak Republic
Miroslav Tkáč

Let me present here some ideas about our attitude to the topic under discussion. It is difficult to be an expert in the face of countries that are in the Council of Europe practically for the same time as the Slovak Republic.

I do not intend to discuss the history of the SPRINT project, but would like rather to deal with the position of the Slovak Republic in this program. The situation of our country is somewhat different from that of other countries represented at this seminar. Slovakia joined the program when still a part of Czechoslovakia. In 1993 Czechoslovakia separated into two independent states - the Czech Republic and Slovakia. In contrast to the preliminary declarations it was obvious that the division of the country would not be a mere symbolic act, but would affect all the sectors of the society - economy, culture and sport. Under these circumstances, Slovakia was obliged to constitute new bodies, authorities in many areas, including that of sport.

Czechoslovakia joined the SPRINT program in 1991 and most of the initial activities were carried out in the future Czech Republic. After the separation, the Slovak Republic had to organize and set up all the sport offices and also its Olympic committee, an Antidoping committee and others. These had to start from scratch and work on the move. During the worst years of the transformation of the economy, it was necessary to provide for the existence of the newly established authorities their financial resources and space.

Maybe some new countries of the Council of Europe will find in this some similarity with their own development.

In this situation, membership of the Slovak Republic in the SPRINT program of the Council of Europe became a cornerstone in the transformation of Slovak sport. The advice, example and direct contacts with different countries of the European community helped to shape the sports governmental and nongovernmental organizations to the form they have now.

Although direct help in the form of seminars, parliamentary hearings organized in the Slovak Republic, was not extensive, Slovakia profited from participating in foreign SPRINT seminars and work in the committees and subcommittees of CDDS and the Antidoping committee. SPRINT program has shown to be an important means of entering into contact with officials of the sports movement. The Slovak Republic has established bilateral contacts not only with neighbouring countries, but also with those of the European Union, and this resulted in the signing of bilaterally advantageous agreements on cooperation in the area of sport and various further possibilities of international contacts for our country.

The Slovak Republic was chosen to organize an important international meeting in 1993: The XIth European Sports Conference. It was a great pleasure to introduce Slovakia and its capital Bratislava to most of the European sports officials.

In 1995 Slovakia organized another international seminar under the banners of the Council of Europe on Sports for the Disabled. The seminar was a favorable opportunity for many experts to meet and exchange their experiences.

This short excursion into Slovakia's activities in the SPRINT program confirms that a very important part of the Sports Reform, Innovation and Training Project consists in a proper selection of the particular topics for the seminars and workshop organizers. We had the good luck that during our active participation in the SPRINT program, the themes were concentrated on very concrete and current areas of sports life, cooperation and diplomacy.

In this connection, I have to mention two institutions which worked actively in the recent past under the Council of Europe's CDDS and were very helpful in improving cooperation in very important fields - research and informatics. These were unfortunately suppressed due to lack of finances. I wish to stress that they form an indispensable part of CDDS' work and I hope that their activity shall be resumed as soon as the economical situation improves. Without informatics and research it is difficult to imagine the development of cooperation among European countries.

The countries of the Central European group promote, among other things, also their mutual cooperation. The Slovak Republic initiated a tradition of meetings of Ministers responsible for sport in the so-called CEFTA (Central European Free Trade Association) countries. It has continued this year in Hungary and we believe that the next host will not miss to make his application for the next one during ongoing meeting.

A good example of cooperation of the central European countries are also the Christmas ministerial games for employees of the ministries responsible for sport in the various countries. They are organized every year in a different country of the region. Their 6th meeting took place in December 1997 in Slovakia with the participation of 7 states and 1 team of the European Union.

Sports events of this type are a good example of the advantages of regional cooperation in the field of sports - local transport is much cheaper, time consumption on the journey much shorter.

The last thing I would like to point to is the atmosphere of the meetings of CDDS and its subcommittees which are a university of democracy for delegates of the new member countries of the Council of Europe

Let me express my belief that the future of the SPRINT project will be at least as successful as it was with the first four countries which have now became "old" new member countries of the Council of Europe

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